



PRESS RELEASE

Ipsos' ideas and concepts testing solution - InnoTest is now available on Ipsos.Digital Platform in seven countries

Paris, November 26 2020 – Ipsos announces that InnoTest, the ideas and concepts testing solution offering enhanced data discrimination and maximum predictability of innovation success, is now available on the [Ipsos.Digital](#) DIY platform in seven countries. InnoTest is live in Brazil, France, Germany, Italy, Spain, the UK and the US, and globally through Ipsos account teams. A total of 15 countries are planned for deployment on the platform by the end of 2020.

InnoTest uses a gamified test design that mimics the fast and intuitive decisions consumers make in today's digital world. The solution asks consumers to make a product choice as they would do in real-life shopping and measures their response time to detect conviction or hesitation. In addition, machine learning is used to understand consumers' emotions associated with the choice they made.

Complementing the geographic expansion, a range of new options have been introduced, to best meet clients' business requirements. Helping clients further differentiate and enhance their concepts and products, new modules have been developed to understand the innovation potential to generate incremental sales to the client's portfolio, along with the sources of volume, as well as a concept-optimization module. Enhanced flexibility at the survey set-up gives clients risk-adapted options between cost efficiency and robustness.

"We are thrilled about InnoTest's expansion since its deployment in July 2019. Its enhanced data discrimination and predictive capabilities have proven instrumental to assess innovation success" said Virginia Weil, Ipsos' President of Global Innovation.

Andrei Postoaca, CEO Ipsos.Digital stated "the launch of InnoTest is an important step in our commitment to make our core products and solutions available in a DIY mode on Ipsos.Digital. Clients can now launch a study and get results in hours if needed".



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ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” –our tagline –summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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